Clark County

Quit Line Data Summary April 1 - June 30, 2002

April 1 - June 3	County	State
Number of Calls to Quit Line	N = 367	N = 3,421
Percent of Statewide Calls	12.8%	100.0%
Percent of State Population in County ¹	5.9%	100.0%
referred State reputation in County	3.970	100.070
	County %	State %
Gender	N = 361	N = 3,099
Female	61.5%	62.9%
Male	38.5%	37.1%
Race/Ethnicity	N = 333	N = 2,578
People of Color	9.9%	13.7%
White	90.1%	86.3%
Age	N = 288	N = 2,323
Less than 18 years old	1.4%	2.1%
18 - 24 years old	15.6%	16.3%
25 - 34 years old	27.1%	22.2%
35 - 44 years old	27.8%	27.3%
45 years and older	28.1%	32.0%
Education	N = 343	N = 2,679
Did not graduate high school	18.4%	17.8%
High school graduate	33.2%	33.7%
Some college/vocational school	40.2%	37.4%
College graduate	8.2%	11.0%
Caller Type	N = 352	N = 2,929
General Information	5.4%	11.5%
Health care provider	1.7%	2.8%
Tobacco user	92.9%	85.6%
Payer Type	N = 238	N = 1,951
Insured	49.2%	40.6%
Uninsured	28.2%	22.7%
Medicaid	22.7%	36.6%
Heard About	N = 326	N = 2,463
Past caller	15.0%	17.0%
Employer/worksite	0.9%	1.3%
Health care provider	8.6%	17.6%
Television	36.5%	22.8%
Outdoor advertisement (billboard/bus/wall)	0.3%	4.7%
Targeted mailing Great Start	1.2% 0.6%	2.6% 0.4%
Radio	6.1%	1.3%
Newspaper/Magazine	6.1%	2.2%
Brochure/Newsletter	2.1%	4.9%
Family or friend	18.1%	21.7%
Health Department	3.1%	2.9%
School	1.2%	0.5%
33.1331	1.270	0.070

Source: Washington State Department of Health Tobacco Prevention and Control

¹ "Census 2000", August 2001 (OFM) * Rate not calculated because number of calls was less than 5. Assessment and Evaluation